

Message Text

UNCLASSIFIED

PAGE 01 BRASIL 03396 272024Z
ACTION TRSE-00

INFO OCT-01 ARA-14 ISO-00 EB-08 L-03 COME-00 STR-07
/033 W

-----074601 282034Z /42

R 271938Z APR 78
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 7278

UNCLAS BRASILIA 3396

PASS TREASURY FOR TREASURY MRS. AZIE TAYLOR MORTON

E.O. 11652: N/A
TAGS: EFIN, BR
SUBJECT: U.S. DIME AS PRODUCT SYMBOL

1. TOK S.A., A COMPANY IN BELO HORIZONTE, BRAZIL
HAS CONTACTED THE EMBASSY TO SEEK GUIDANCE ON THE USE
OF A PRODUCT SYMBOL THAT WOULD INCLUDE A PICTURE OF
A U.S. DIME (10 CENT PIECE). THE PRODUCT WOULD BE
QUOTE UNION DIME TRUSTWORTHY JEANS END QUOTE. THE SYMBOL
WOULD FEATURE A STEAM LOCOMOTIVE AND TRAIN, AN EAGLE,
AND ONE SIDE OF A U.S. DIME.

2. TOK S.A. HAS REQUESTED THAT THE EMBASSY CONFIRM THE
LEGALITY OF PICTURING THE DIME IN A SYMBOL THAT WOULD
BE USED IN ADVERTISING AND PERHAPS ALSO ON THE TROUSERS
THEMSELVES. THE COMPANY DESIRES A WRITTEN STATEMENT
FROM THE EMBASSY BECAUSE IT IS CONTEMPLATING EXPORTING
ITS PRODUCT TO THE U.S.

3. EMBASSY WOULD APPRECIATE GUIDANCE.
JOHNSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, LAW, COINS
Control Number: n/a
Copy: SINGLE
Draft Date: 27 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRASIL03396
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780182-0838
Format: TEL
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780412/aaaaajcj.tel
Line Count: 45
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4c47bda6-c288-dd11-92da-001cc4696bcc
Office: ACTION TRSE
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2834029
Secure: OPEN
Status: NATIVE
Subject: U.S. DIME AS PRODUCT SYMBOL
TAGS: EFIN, BR, US
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/4c47bda6-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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